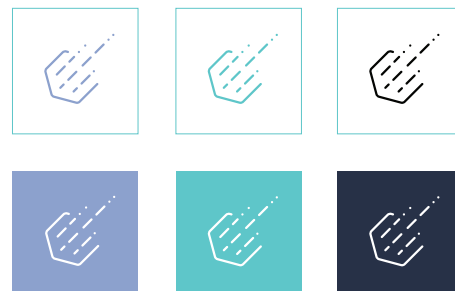


HackUTD 2017

Branding Guidelines

LOGO

Led by 30 students, UTD ACM strives to honor University Texas Dallas' commitment to innovative education and research through its workshops, industry series, and project-based learning environment. The HackUTD 2017 logos echoes the first HackUTD logo via its hexagonal shape and captures school spirit in its use of the school's mascot, the comet. Characterized by thin lines and a breathable form, the logo aims to convey a history of research, growth, and creation.



TYPEFACE DETAILS

Fonts

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? , . ; ' "

AVENIR NEXT (REGULAR)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? , . ; ' "

AVENIR NEXT (ITALIC)

Paragraph Styles

Title

18pt, Regular
80pt Tracking

Subtitle

9pt, *Italic*
80pt Tracking

HEADING 1

11pt, Regular
160pt Tracking

Heading 2

11pt, *Italic*
80pt Tracking

Body

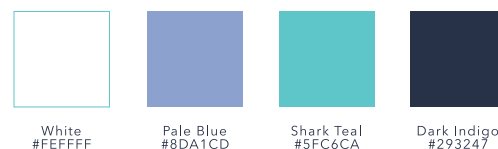
8pt, Regular
20/13 Tracking

HEADING 3

5pt, Regular
160pt Tracking

COLORS

Palette



Patterns

